



Temporary Outdoor Fitness and Arts License **(TOFAL)**

Arlington Economic
Development Recovery
Task Force
June 2020

Prepared by the Town of Arlington Department of Planning and Community Development

Proposal



ALLOW FOR-PROFIT FITNESS AND
ARTS USES IN TOWN PARKS
THROUGH NOV. 1ST



ALIGN WITH MA REOPENING PLAN
GUIDELINES AND CONCURRENT
PHASING



HELP LOCAL BUSINESS OWNERS
SERVE CUSTOMERS THROUGH SAFE
OUTDOOR INTERACTIONS



Arlington Consumer Survey

Arlington Economic
Development Recovery
Task Force
June 2020

Prepared by the Town of Arlington Department of Planning and Community Development

What we've heard from residents



SURVEY OPEN
6/4 THROUGH 6/21

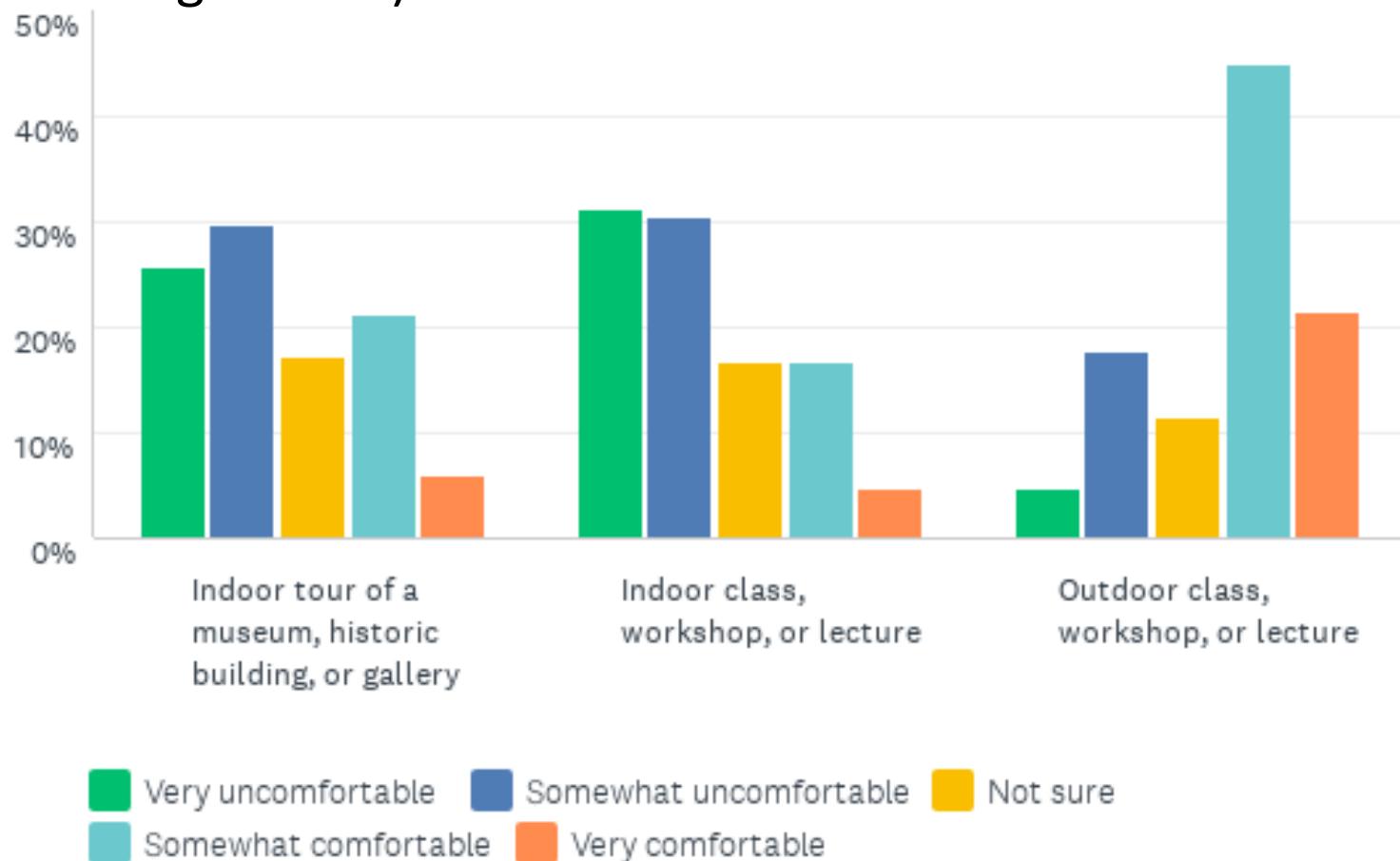


1,452 RESPONSES



TYPICAL RESPONSE TO
TOWN SURVEYS: 200 TO
1,000 RESPONSES

Q11: How likely would you be to participate in the following small-group cultural activities (assuming there will be safety protocols in place, like social distancing and wearing a mask)?



What do people want?

People want as many outdoor options as possible

People feel safer when others are wearing masks

People will be more inclined to shop/dine at places where proper safety protocols (table distancing, mask wearing) are in place

People want online, curbside, low-contact options to remain in place until COVID is no longer a threat

1. Business fills out Field Use Request form for Business in Parks

2. Park and Rec Director reviews applications, assigns locations and sets schedule

3. Businesses secure insurance, sign liability waiver

4. Meet again with Park and Recreation Commission in 4 weeks

Process



THANK YOU